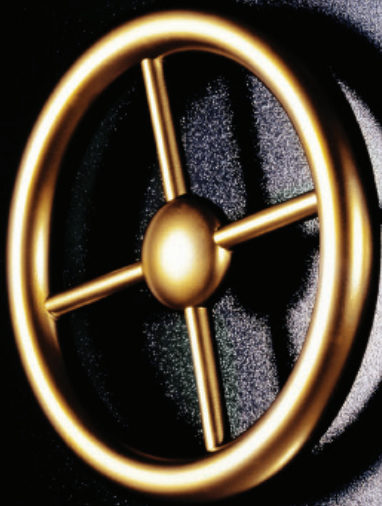




# NOBLE MINING

NOBLE MINING INVESTMENT REPORT  
"ELEMENTS OF DIVERSIFICATION"



Dear Reader,

The information herein is designed to encourage you in the pursuit of knowledge, not strike fear in order to drive you to purchase bullion. The purpose is to inform you of the special place gold and silver have in a well-diversified portfolio. In recent years, few argue the success of a strategic bullion position. However, this was not always the case. There have been times in which gold and silver have proven to be bad investments in terms of wealth accumulation. This same fact could be said for equities, real estate, and other investments. However, bullion has stood the test of time with regard to its insurance against inflation, and has become my favored vehicle for wealth preservation. Americans understand, and incur an expense when buying insurance towards a reality that they hope never happens; health issues, disability, and death. Why is it hard to fathom gold performing the role of insurance against your savings and wealth? It is not common for people to grumble when they did not get their money's worth for health insurance one year, since they enjoyed not needing the value of insurance.

On numerous occasions, I've been asked, "Is it still a good time to get into the bullion market?" Obviously, I would have preferred you purchased your "insurance" at \$300.00 per ounce. However, just because it is higher now, does not negate the value it can provide in terms of preservation. The current world conditions suggest the precious metals group looks to be on a long bull run that does not appear to be weakening. Invest wisely, and know the value of different assets. If this is the case, you will not be harmed if the market behaves differently. You can then escape volatility. I always tell people that I don't mind if my metals go down in value. The reason for my statement is because it generally means other assets in my portfolio are increasing. Because of proper planning and allocation, I can then welcome all events with resolve, knowing that I am prepared. We want to help you have the same confidence in balancing your portfolio with precious metals.

The most common reasons people over the past decade did not get into bullion market were lack of knowledge and fear. Why were their trusted sources not advising to invest in metals? The advisors were not motivated, trained, or interested in an asset class that could not make them money. We have seen decades of wealth created from levels of derivatives upon derivatives, and the hyperinflation of values and profits. During this cycle, gold and silver seemed like a poor asset class, one that your advisor was simply not informed, equipped, or trained to introduce to you.

In all honesty, I do not know the future prices of precious metals. You should be concerned if someone asserts hard claims based on speculation. All predicted history only becomes clear when we look back in time. I will not tell you that gold will go to \$6000.00 as some claim. Making these types of claims borders on being unethical. I will declare that yesterday, today, and tomorrow were, are, and will be great days to own bullion as part of your overall diversified portfolio.

We at Noble Mining welcome you to use our team as your resource and beacon in your navigation and education. If we can assist you in anyway, please do not hesitate to contact our team. We have designed a VIP business model for people in the need of assistance. Let our VIP staff inform and advise you of the possibilities.

Respectfully,

Jason Otteson, CEO  
Noble Mining, Inc.



# TABLE OF CONTENTS

- I. INTRODUCTION
- II. TEST OF TIME
- III. WHY BULLION
- IV. OUTLOOK
- V. WAYS TO INVEST IN THIS MARKET
- VI. POPULAR BULLION PRODUCTS
- VII. HOW TO PURCHASE
- VIII. SUMMARY



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# INTRODUCTION



Today, the world is experiencing a modern Gold Rush, the likes that the current generations have never seen. Gold and Silver have always been a prized possession of man. Countries have been built, destroyed, expanded, and lost for the search of the most precious metals in human history. Since the days of the Egyptians, gold and silver have been a store of wealth. This practice is still in existence today. The paper that supports the economies of the world is based on nothing of substance when compared to the relevance of precious metals, bullion, and other commodities.

By having interest in precious metals, you join an elite group of informed and prudent investors who value the tangible and symbolic significance of precious metals in ones pursuit of diversification, wealth preservation, and accumulation. In this document I refer primarily to gold. However, I believe silver along with platinum and palladium, known as the “Noble Metals,” are each important components of a balanced bullion portfolio position. I often refer to them as “Elements of diversification.”

Currently, Central Banks around the world hold 25% of gold as a hard asset. Although gold is a store of wealth, and the ultimate form of global currency, it remains under-valued, under-owned, and under-appreciated. This fact is changing as the world moves toward this historical investment as a shelter amidst the economic uncertainties. Today, gold continues to hold its value and even soar with inflation. In times of uncertainty and geopolitical

## INTRODUCTION CONTINUED

unrest, investors gravitate towards gold and other precious metals known as bullion. Physical gold, unlike stocks, ETF's, and other paper wealth, cannot go to zero. Many professional advisors are finally advising that a properly diversified portfolio should contain 5-20% bullion to preserve and increase one's wealth.

Consumers have been buying gold in record numbers over the last several years, as both individual and institutional investors have reallocated their portfolios to increase their gold and precious metal holdings in the current economy.

Yet, many consumers find the process of buying gold intimidating, confusing and risky. Noble Mining is here to be your trusted advisor and lead you with confidence towards understanding and making wise decisions in regards to bullion.

In any strategy for diversification, one component is not the entire design, but simply a part of the plan. Bullion, along with other assets, should make up your investment strategy. There is a place for equities, real-estate, bonds, and savings. Don't let others lead you astray. Always know that advice should not be taken as prophesy. We cannot predict what will happen in the future. We can however, explain what has happened, and how one might plan for several different outcomes.



## TEST OF TIME

Gold and Silver have passed the test of time in the realm of value and desire. These metals have captivated civilizations dating back 5,000 years. The metals originally thought to be divine in nature were used in religious ceremonies, decoration for temples, and gifts to the rulers of the ages.



Long before government-issued currency existed, people relied on bartering to obtain the things they needed. Trade and commerce proved to be difficult in this environment since one's form of payment for goods or services would likely not be something the bartering party needed. This inefficiency in exchange created a need for a medium later called currency or money. Currency had to be portable and widely accepted as a unit of transaction, a store of value, and a medium of exchange. For thousands of years, precious metals were the currency of choice because of its rarity and other attributes. With the advent of currency civilizations emerged and commerce and trade changed the world.

### **Aristotle 384 - 322 BC - Qualities of good money**

- **Durable:** Money must stand the test of time and the elements. It must not fade, corrode, or change through time;
- **Portable:** Good money needs to hold a high amount of 'worth' relative to its weight and size;
- **Divisible:** Money should be relatively easy to separate and re-combine without affecting its fundamental characteristics. An extension of this idea is that the item should be "fungible," defined as "being freely exchangeable or replaceable, in whole or in part, for another of like nature or kind."
- **Intrinsically Valuable:** This value of money should be independent of any other object and contained in the money itself, starting with rarity.

Historically, gold, silver, and money have been synonymous. This caused pure gold to be immune to inflation. However, kingdoms had needs and kings had their ways. These rulers discovered a way to extend the money supply to finance kingdom plans. They did this by adding lead to the process. This caused the first cases of inflation and also the habit of biting coins to see how soft they were to determine lead percentage.

### **FIAT/ NON-GOLD STANDARD**

We are currently no longer on the Gold Standard. Our dollars are not exchangeable for rare and precious metals with intrinsic value as they once were. There have been many times that currencies were created without scarcity and were backed only by the governments that created the money. This is the current system the world now uses. Economists call this system the "fiat" system. A brief lesson in history will show that all fiat systems have failed in its economic evolution due to inflationary problems associated with having a non-intrinsically valued form of currency. Will our system fail? Has it failed? It brings me no pride or value to blame anyone or panic everyone for the economic chaos that globally plagues our world. However, as is the

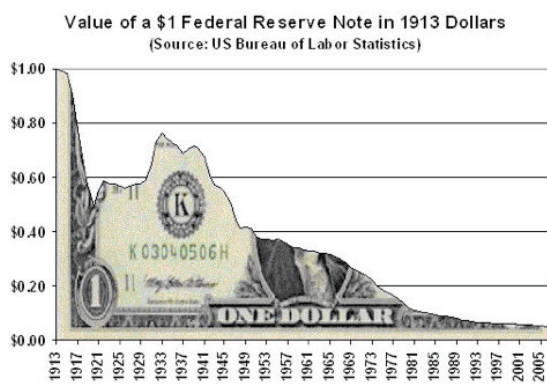
## TEST OF TIME CONTINUED

purpose of this report, we can be prepared and live our lives prepared to the best of our abilities.

Problems with paper currencies exist because they are man-made and have no scarcity. Precious metals, on the other hand, are rare and recognized without a need for a currency exchange system. You can find and extract or mine precious metals, but you cannot create or manufacture them. There is risk incurred by creating a lot of paper or non-precious coin money: if you create too much of it, it can slowly become less valuable, which is known as inflation.

The affects of inflating currency are obvious today. Twenty dollars in the 1920's bought a fine man's suit. Since then, dollars have been added to the economy with no bearing on value erosion. This is why a \$20.00 dollar gold coin will buy a fine tailored suit to this day, but a \$20 dollar bill will not even buy a tie in today's inflated currency.

In the generations that have passed, gold and silver have had their place as a store of value. We have recently failed to heed the economic history of fiat currency and currently find our economies suffering as a result. There is a revival of concern happening now that is forcing us out of this fiat slumber. Perhaps this awakening will set the course back to standards in which we have value.



Today, bullion still embodies real wealth and real money. Due to its rarity, it will remain a possession that is prized by civilizations to come. Precious metals will hold value for these reasons: Beauty, Indestructibility, Malleability, and Rarity.

Gold and silver are the only globally recognized currencies that cannot be created out of thin air, which makes both great stores of value. Unlike fiat currencies that can easily be debased, gold and silver remain the ultimate forms of money and will stand the test of time.

*"In the absence of the gold standard, there is no way to protect savings from confiscation through inflation. There is no safe store of value. If there were, the government would have to make its holding illegal, as was done in the case of gold. If everyone decided, for example, to convert all his bank deposits to silver or copper or any other good, and thereafter declined to accept checks as payment for goods, bank deposits would lose their purchasing power and government-created bank credit would be worthless as a claim on goods. The financial policy of the welfare state requires that there be no way for the owners of wealth to protect themselves.*

*This is the shabby secret of the welfare statist's tirades against gold. Deficit spending is simply a scheme for the confiscation of wealth. Gold stands in the way of this insidious process. It stands as a protector of property rights. If one grasps this, one has no difficulty in understanding the statist's antagonism toward the gold standard. "*

**- Allen Greenspan**

# WHY BULLION

Bullion's value is intrinsic. Precious metals cannot be destroyed or altered. These "noble metals" are highly liquid and have few geographic boundaries and for this reason can be bought or sold throughout the world. Gold is first and foremost a monetary metal that does very well during times of economic uncertainty. Precious metals offer investor's insurance against extreme volatility in the price of other asset classes such as stocks, bonds, real-estate, and savings. With today's economics, gold and silver maintain favor with investors and upholds its pedigree as a protection in the economic storms. Precious metals are a foundation asset class in a long-term investment portfolio. A number of compelling reasons validate the widespread renewal of interest in gold and silver.



## Hedge/Insurance

The economic cycles will rise and fall as the tide of the seas. Profits are increased and lost on this continuum over time. Gold retains its purchasing power through these economic swings. Gold's purchasing power has remained remarkably stable for centuries. The purchasing power of many currencies has generally declined, due to inflation and the rising price of goods and services. A strategic investment in gold can counter the effects of inflation and currency fluctuations. Gold has also consistently proven to be one of the most effective assets in protecting against dollar weakness. In my opinion, the insurance/hedge attribute of bullion is the most compelling argument. There needs to be a shift in our understanding about the value of bullion, gold and silver specifically. The key observation one must consider is the act of preservation and appreciation produce significantly different outcomes. Precious metals will always preserve buying power, but might not always appreciate your wealth. The better and more sophisticated question to ask would be "what is the value of the currency in terms to gold." It is the world's currencies that rise and fall against the timeless constant, bullion. As you can see, gold and silver are great protectors of wealth. Understanding this reality will help you

stop trying to peg the market and question if it will rise or fall? We do not cancel our insurance because the price goes up, yet we continue to pay because we cannot afford to be without it. This is my philosophy of a balanced bullion portfolio strategy.







### **Portfolio Diversification**

One major reason to include gold or other bullion in your portfolio is its diversification qualities. The price of gold and silver typically move in the opposite direction from equities and fixed income securities. In addition, in times of political and economic uncertainty, gold and silver traditionally rise in value. Adding precious metals or bullion to your portfolio protect against the fluctuations in other asset groups that are more economically sensitive. When you have real value (bullion) in your portfolio, your diversification will benefit and stabilize your exposure.

### **Risk Management**

Gold is less volatile than most commodities and many equity markets. Silver closely follows gold's lead and tends to lag at times. However, silver has more industrial value and thus is an important factor in understanding how metals behave economically. I recommend reading about silver on NobleMining.com to learn about relationships between silver and gold. The primary reason for this report is to inform you about bullion, and gold being the primary element in this explanation due to historical and monetary significance. Gold is an asset with traditionally low volatility, which can reduce overall risk in your portfolio. Over the course of the past few years the gold and silver markets have been more volatile due to extreme economic policy causing a "panic flea" to stability for the world. Globally, we are now experiencing and understanding precious metals more completely in their risk management strategy.

### **Supply and Demand**

Economic turmoil creates a factor I will call "monetary prominence and preference," which adds an unique perspective to the supply demand economics of gold and silver. This factor can add more demand than typically dictated by supply. Supply is relevant and is important to the outlook in future terms.

Gold and silver are so rare, that it is more rare to find a one-ounce nugget of gold than a five-carat diamond. Today there are 165,000 metric tonnes of stocks in existence above ground. If every single ounce of this gold were placed next to each other, the resulting cube of pure gold would only measure 20 meters in any direction.

Long lead times in gold mining cause the production of gold to be relatively inelastic. For this reason, we have not seen an unusual amount of supply emerge into the market with the increase of price



## WHY BULLION CONTINUED

(demand). Over the past years we have witnessed continued demand for gold. These supply and demand factors have laid the foundation for bullion's most positive outlook in years.

The mining community has accelerated its search to meet the demand. However, due to scarcity, we are not seeing the typical discoveries one might suspect. We will get into these details more in the mining documents available at [NobleMining.com](http://NobleMining.com).

Mining companies operate on every continent of the globe. This broad geographical dispersal means that issues, political or otherwise, in any single region are unlikely to impact the supply of gold.

In addition, central banks can also contribute to the supply should they sell part of their gold reserves. It is worth noting that after 18 years as net sellers, collectively central banks are now effectively net buyers, causing not only a significant decrease in supply but also a corresponding, simultaneous increase in demand.

As the world currency crisis looms, the demand will continue to rise for precious metals. If supply cannot meet demand, the price will continue to outperform other investments causing a "flight to safety" and therefrom an increase in demand. As the citizens of this world continue to buy precious metals for preservation, the demand will eventually cause even more erosion in the fiat wealth of the nations of the world.

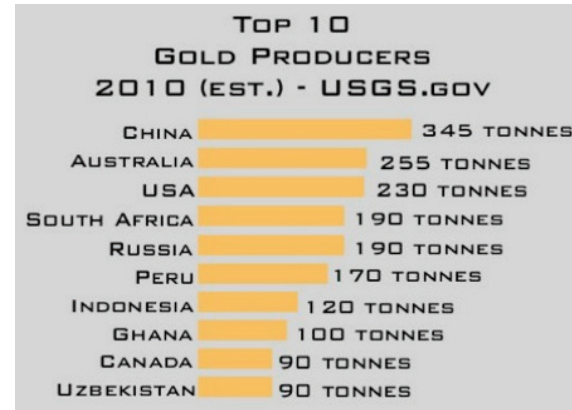


# OUTLOOK

I mentioned earlier that we did not want this document to cause fear or panic. The purpose is to provide knowledge and a path to action for preparation. Preparation is the enemy of fear. However, it is important to recognize that the outlook of bullion is somewhat based on the world running towards its security and preservation qualities out of fear. In this situation, we should analyze what events are fearful in this current economic world to prepare our methods towards diversification.

Fear has entered the market and is creating panic throughout the worlds markets:

- **Fear of inflation**
- **Fear that paper assets will become worthless**
- **Fear of Europe economic destabilization**
- **Fear that the markets will collapse**
- **Fear that the housing market will continue to collapse.**



The supply of gold and silver has not increased proportionate to the increase of price. In all other commodities, when price is generated by demand, the market reacts and meets the demand with supply. The rarity of precious metals is the very reason that generations and civilizations trusted rare metals to use as a medium for trade. The supply is remaining to show signs of weakness and this fact alone will keep metals soaring in this global economic crisis.

There are values and formulas whereby you can take ratios and use these ratios to speculate on prices. Here are common ratios, I challenge you to find the current information and make your own calculations and deductions:

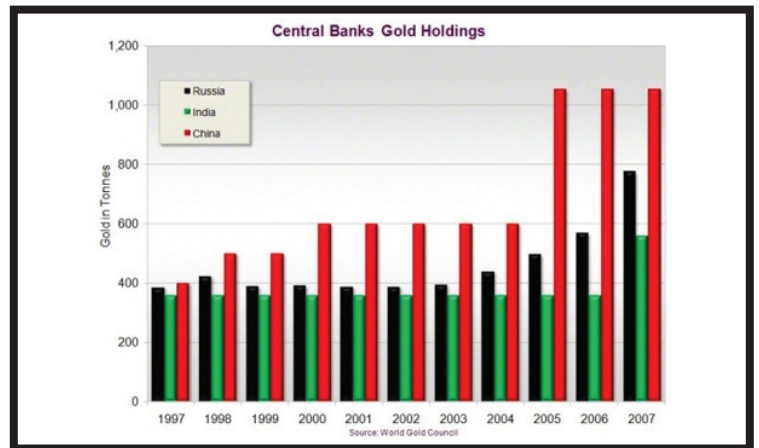
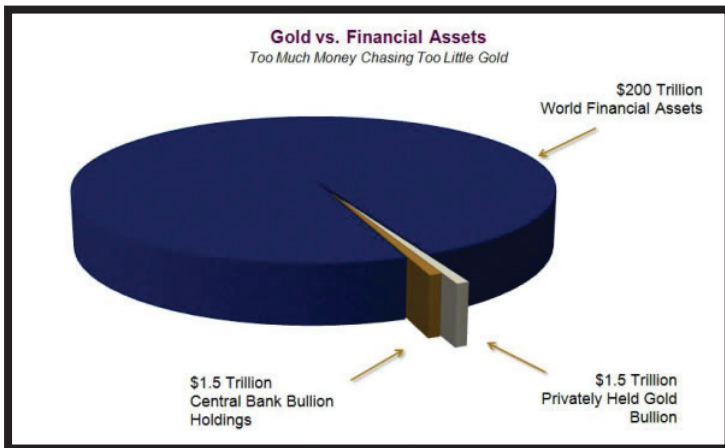
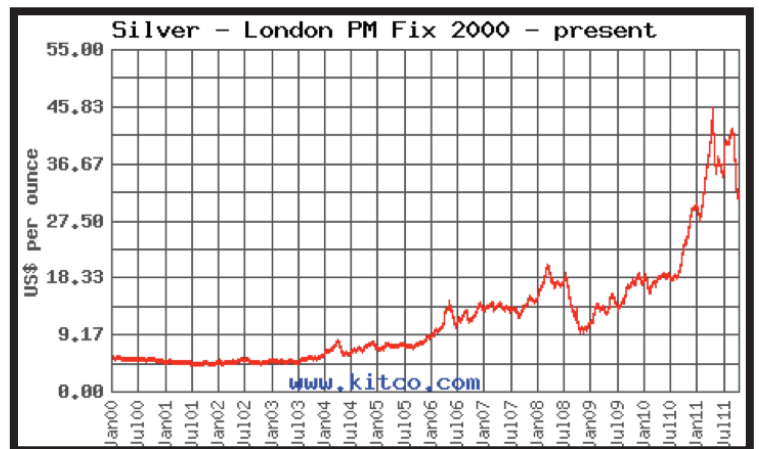
- **Gold's Percentage Rise in the Last Bull Market**
- **Gold Reserves vs. Worlds currencies**
- **Money Supply vs. U.S. Gold holdings**
- **US trade deficit to Current Gold Holdings**
- **U.S. Gold to U.S. Liabilities**



With all these events and pressures, we can predict that gold and silver will continue to rise. To what levels? Being prepared with your 5-20% in metals will allow you to avoid anxiety when you see prices continue to soar and erode our global wealth. The world economies are a dynamic and mysterious mixture of reality and projection. Some analysts believe that Gold will soon rise to over \$10,000. Most advisors believe less than this at around \$5-6,000 per ounce. Perhaps the number is only \$2000. The consensus by most is that gold is going up.

Factors that may increase or decrease Precious Metals values

	Increase	Decrease
Supply is shrinking	✓	
Stability Worldwide	✓	
Inflation	✓	
Mining Costs on rise	✓	
Demand increasing	✓	
Metal Bubble bursting		✗
Peace and stability		✗



# WAYS TO INVEST IN THIS MARKET

Growing ranges of methods now allow investors to either buy gold and silver, or simply gain exposure to gold and silver price movements. From bullion coins, numismatic coins, online accounts, exchange traded funds and complex financial products, to mining stocks; the most appropriate gold investments will depend upon the investor's specific requirements and outlook. Here are more details on the landscape of opportunities.

## **Bullion**

Bullion is gold, silver, platinum, and palladium typically purchased in coin or bar form. Many bullion products are legal tender and created by various mints of the world. Bullion is different than rare (numismatic) coins since the majority of the value of the product is based on the intrinsic value and weight of the metal in which it is formed from. Bullion products are my preference since they offer the most metal for the price.

## **Numismatic Coins**

Unlike bullion product, numismatic products are rare and valued because of their beauty, rarity, design, and quality. These products are valued over and above the intrinsic value of the metal in which it is formed from. There are considerations that I warn investors about in regards to rare coins. This avenue is usually the most common way people get taken advantage of in the marketplace. There are advocates for numismatic investing which recommend owning rare coins due to the potential of government confiscation, as seen in 1933. For more information on this, I recommend researching and reading more information on NobleMining.com. The confiscation theory is the topic for another report.

## **Bullion IRA**

In 1997, the Tax Payer Relief Act was passed. This act allowed investors to select specific precious metals to be included in an individual retirement account. There is a list of products available for this on NobleMining.com. This opportunity has found favor with many Americans. The only drawback is that you cannot have physical possession of the asset, since it must be stored and managed by a custodian.

## **Exchange Traded Funds (ETF'S)**

Exchange Traded Funds (ETF's) are investment funds traded on the world's stock exchanges. An ETF can hold assets such as stocks, bonds, or commodities and attempt to trade at approximately the same prices as the net asset value of the underlying assets. The gold ETF-GLD and the silver ETF SLV are very popular vehicles that allow one to capitalize on movements of the metals, without logistical and transactional costs. The ETF's are not designed for an investor that would like physical delivery.





## Gold Mining Stocks

These are publically traded equities, which allows an investor to participate as a shareholder in the business of mining precious metals. There are more factors such as: management, reserves, hedging, efficiencies, political, fuel costs, and myriad of other business realities that can make a business successful or not without respect to the various asset values the business is mining. There are tremendous opportunities in the mining stock sector since this segment has not risen at the same ratio as the underlying commodities. Go see some companies that we recommend at [www.NobleMining.com](http://www.NobleMining.com).

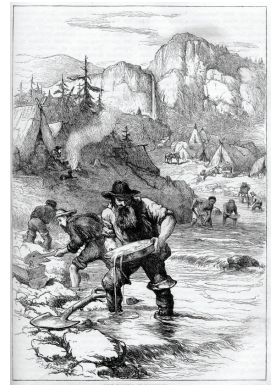
## Mining

For many years gold and silver mines have not been in production due to metal prices and cost of mining not resulting in a net profit. Today, these factors have changed and many mothballed mines are now being opened. In fact, the current market is perfect for this since there are known resources that have been on hold until such an economic and profitable correlation. The Major companies are going after the largest and most profitable opportunities. The smaller 200,000 to 500,000 ounce gold -opportunities have not all been acquired or opened as of yet, and remain open in the market for the right investors. This similar reality was experienced in the domestic oil production when prices began to soar.

Over the past few years, I have been investigating small/medium private mining opportunities. I welcome any accredited investors to contact us, to explore if this is an avenue that you might be interested in. Please visit, [NobleMining.com](http://NobleMining.com) for more details about mining. In addition, I have another report detailing mining opportunities and the mining marketplace that we welcome you to read for more information.

## Prospecting

Gold Rushes throughout our history have shaped this country. Today, most individuals are unaware of the gold that is still available to someone with adventure and knowledge. The difference today is that knowledge, equipment, and transportation make it a less life-threatening endeavor. I believe that over the course of the next few years, Americans will awaken and find gold once again and it will be a new gold rush! Go to [NobleMining.com](http://NobleMining.com) to find information on prospecting.



# POPULAR BULLION PRODUCTS

The following products are the most common bullion products to purchase in the U.S marketplace. There are countless numismatic products that are too numerous to list. In order to have a product liquidity and recognition, we recommend choosing from these listed coins and bars to make your bullion investments.

## Gold Products



United States Gold Eagle



Austrian Gold Philharmonics



Mexican Gold Peso



United States Gold Buffalo



South African Gold Krugerrands



Australian Gold Lunar



Canadian Gold Maple Leafs



Chinese Gold Pandas



Australian Gold Nuggets & Kangaroos



Other Gold Bullion



Gold Bars & Ingots

## POPULAR BULLION PRODUCTS CONTINUED

### Silver Products



American Eagle  
Silver Coin



Canadian  
Maple Leaf



US 90%  
Silver Coins



Austrian Silver  
Philharmonic



Chinese  
Panda Silver



Silver Bars



Mexican  
Silver Libertad



US 40%  
Silver Coins



Other  
Silver Bullion

### Platinum Products



Canadian  
Platinum Maple



American  
Platinum Eagles



Australian  
Platinum Koalas



Chinese  
Platinum Pandas



Platinum Bars  
& Rounds

### Palladium Products



Canadian  
Palladium Maple



Palladium Bars  
& Rounds



# HOW TO PURCHASE

## VIP

Noble Mining has developed two ways to handle most everyone's bullion investing needs. The recommended program for large volume investors is the VIP service. This will deliver white glove service, while not elevating cost to customer. The value in this VIP model is unsurpassed. We know there can be stress and confusion in this endeavor, and we at Noble Mining strive to serve and deliver a stress free experience. This service is designed for larger orders over \$50,000. This allows us to give you exceptional VIP service only to be found at Noblemining.com. If you desire to order in smaller quantities, there will be a marginal advisory fee associated with your order.

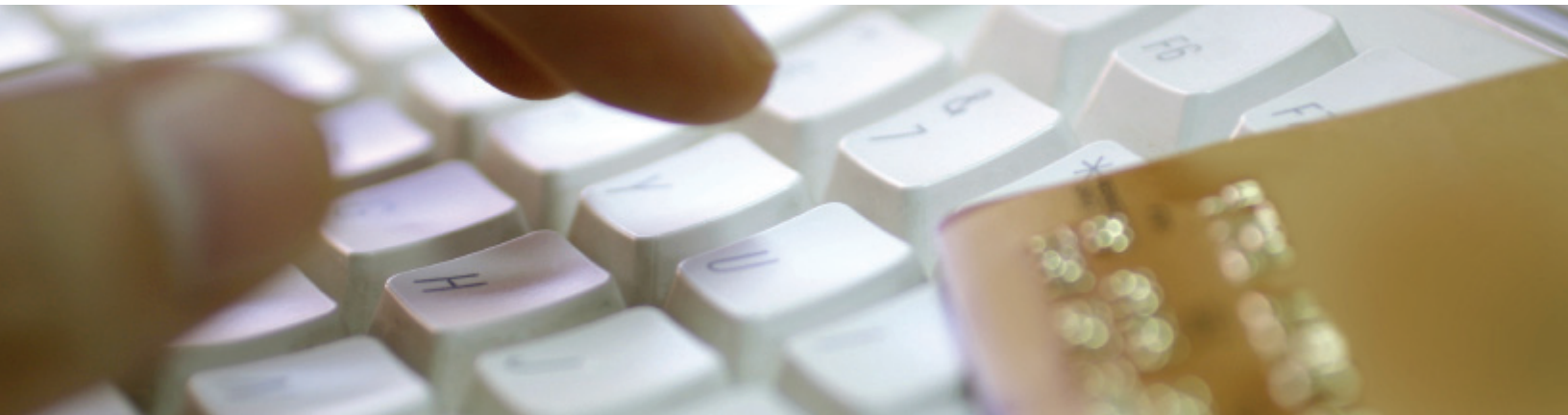
### VIP Features:

- VIP Discount due to volume
- Personalized Care
- Priority Response
- Communication and availability
- Personal Gold Agent
- White Glove logistics process
- Inside Industry information
- VIP Newsletter
- Suggested minimum \$50,000



## SELF-DIRECT

Due to the small margins and overwhelming business volume, we have a minimum recommended order size of \$50,000. For customers purchasing less than \$50,000, we encourage you to utilize our partner who has been chosen by reputation, price and service. The partner is located on Noblemining.com and is capable of handling all your bullion needs.



## SUMMARY

We live in a world where dynamic change has become a routine part of our daily lives. The effects of changing government policies, shifting political alliances, mounting internal and external social pressures, and failed economic policies have an impact on the economic health of our country and that of the world. In the end, it is the responsibility of each of us, individually, to be prepared for change, recognize change when it happens, and take the steps necessary to adapt to change when it occurs. Noble Mining can be a lighthouse in this economic storm in which many individuals lack the knowledge to navigate.



# NOBLEMINING.COM

